

**Advertising Philosophies Practiced by
Airtel Bangladesh Limited**



Internship Report
On
**“Advertising Philosophies Practiced by
Airtel Bangladesh Limited”**

Submitted to
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Letter of Transmittal

18th September, 2014
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Subject: Submission of Internship Report

Dear Sir,

I have the honor to present you my internship report on “**Advertising Philosophies Practiced by Airtel Bangladesh Limited**”, which was assigned me for fulfillment of my internship program under BBA curriculum.

It was a great accomplishment to work under your energetic supervision. This report is based on Advertising philosophies practiced by of Airtel Bangladesh Limited on Network Campaigns. I have got the opportunity to work in Airtel Bangladesh Limited under m-Commerce department, under the supervision of Mir Sadik Faisal, Senior Manager Business Development, Airtel Bangladesh Limited.

This project gave me both scholastic and realistic exposures concerning the corporate environment of an organization. First of all, I learned about the organizational culture of a prominent telecommunication organization of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

Finally, I am grateful to you for giving me this opportunity to work on this report which I have considered as a great prospect for me to develop the practical and professional skills though the Internship program.

Thank You.

Yours Sincerely

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BRAC Business School
BRAC University

Acknowledgement

At first, I would like to convey me deep gratitude to my academic supervisor Mr. G. M. Shafayet Ullah, Lecturer, BRAC Business School, BRAC University for guiding me throughout the internship period and giving me the opportunity to commence this report under his active supervision. Then I would like to thank Mr. Noor Mohammed, Chief Human Resource Officer at Airtel Bangladesh Limited for giving me the opportunity to do my internship in the organization. My special thanks for Mr. Mir Sadik Faisal, Senior Manager, Business Development, m-Commerce Operations, who assigned me in the daily project and helped me in every step in the organization without his amazing supervision it was impossible for me to complete my internship.

I would also like to convey thanks to Mr. Raihan Alhusain, Senior Manager, m-Commerce Operations, and Mr. Tarikul Islam, Senior Executive, m-Commerce Operations, Mr. Shamit Mahbub Shahabuddin, Head, Public Relations, Mahfuza Ferdousy Sarwar, Executive, Public Relations, Mr. Romael Hasan Wahid, Brand Manager of Airtel Bangladesh Limited and Mr. Md. Abdul Mannan. All of them have helped me enormously by providing all the suggestions and feedbacks.

Finally, I would like to thank BRAC University and the BRAC Business School for instructing me over the period of my Bachelors in Business Administration degree. I would not be able to prepare this report without their learning throughout my graduation life.

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Executive Summary

The internship report is based on the four month internship experience that I successfully did in the Airtel Bangladesh Limited in m-Commerce Operations from May 6, 2014 to September 5, 2014 as a requirement of my undergraduate program of BRAC Business School, BRAC University. Through this time of internship I was involved in various project of m-Commerce Operations which helped me a lot to enrich my practical knowledge and apply the academic knowledge in the real corporate world. I was also involved with various promotional campaigns of m-Commerce Operations.

The telecommunication industry is one of outstanding industry in Bangladesh which constantly supporting the economic growth of Bangladesh. Airtel Bangladesh Limited is a GSM-based cellular operator in Bangladesh started its journey on 20th December, 2011. Initially it was start its operation in Bangladesh as a Warid telecom which was a part of an Abu Dhabi based consortium. Warid Telecom sold a majority of 70% stake in the company to India's Bharti Airtel Limited for US\$300 million. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand from December 20, 2010. In March, 2013, Warid Telecom sold its rest 30% share to Bharti Airtel's Singapore-based concern Bharti Airtel Holdings Pte Limited. The Bangladesh Telecommunication Regulatory Commission approved the deal on 4th January, 2010.

However, as a intern of Airtel Bangladesh Limited I prepared this report on the advertising philosophies practiced by Airtel. This report will give a clear idea about advertising strategies followed by the company. I tried my level best to prepare this report by as much as information I was able to gathered from the company and by also putting my experience while working in airtel. Hope that Airtel Bangladesh Limited will be one of the market leaders in Bangladesh telecom industry in upcoming near future.

Bangladesh was the first South Asian country to adopt cellular technology back in 1993 by introducing Advanced Mobile Phone System (AMPS). In fact, the first mobile license was issued back in 1989 but it took several years to launch the services. The network coverage and number of subscribers had remained very limited due to exorbitantly high subscription cost and call tariff. The telecommunications sector in Bangladesh is one of the fastest growing industries and has helped boost the economic and social development in the country.

Since then, the country's cellular industry never looked back, now it has curved into the prime communications provider during the last decade as sub sector within telecom sector. This sub-sector has created new opportunities by generating employment, facilitating education and health services for common people.^[1]

Now there are six telecom operators successfully running business in Bangladesh. These are: Grameen Phone, Robi, Airtel, Banglalink, Citycell, and Teletalk. The majority shares of all these companies except Teletalk are held by multination telecom corporations. Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and originally launched commercial operations under the brand name "Warid Telecom" on May 10, 2007.^[2]

Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own Airtel brand from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010.^[3]

1.1 Origin of the report

This report is a prerequisite of the partial completion of the internship program of the students of the BRAC Business School (BBS). As a business graduate after finishing all the courses we are intend to go for an internship program about 3 months. It brings out an enormous learning to know about the practical understanding of the corporate world as well as cope up with those working atmosphere as manner of professional employees. Corporate or business world is far diverse than the academic world and its own lots of hard working, complex environment and different guidelines. To understand all these things of real corporate or business world internship is really essential for a business graduate. In order to internship purpose I was appointed to an international telecom company which is one of the leading telecom service providers in Bangladesh "Airtel Bangladesh Limited", House 34, Road 19/A Tajwar Centre, Banani Model

Town, Dhaka 1213, Bangladesh. I started my intern on May 5, 2014 and it was end in September 5, 2014.

Under the proper supervision of onsite supervisor Mr. Mir Sadik Faisal, Senior Manager Business Development, I have prepared my internship report on “Advertising philosophies practiced by Airtel Bangladesh Limited”. My faculty supervisor G. M. Shafayet Ullah, Lecturer of BRAC University, also approved the topic and authorized me to prepare this report as part of the fulfillment of internship prerequisite and gave me proper direction and support over time.

1.2 Objective of the report

The purpose of this report is divided into two parts and those are described below:

- **Primary Objective:** The primary objective of this report is to get a better understanding about the advertising philosophy practiced by Airtel Bangladesh Limited and also finding out how they developed acceptance among the young generation of Bangladesh.

- **Secondary Objective:** The Secondary objectives of this report are given below-
 - ✓ To know about the advertising strategies they are following.
 - ✓ To recognize various media they are using to promote their brand.
 - ✓ To know how Airtel Bangladesh is managing their corporate goals.
 - ✓ To identify the purpose and principal of publicity of Airtel Bangladesh Limited.
 - ✓ To get a clear impression about how Airtel Bangladesh Limited runs its functions.
 - ✓ To analyze the processes and diverse promotional campaigns now they are running.
 - ✓ To study those factors influencing the advertising concept.

1.3 Scope of the study:

This report is exclusively contains the information about advertising philosophies practiced by Airtel Bangladesh Limited, how they are promoting their brand to the young generation of Bangladesh. The study allows learning about different aspects of advertising tracked by Airtel Bangladesh Ltd. Neither anything about any other organization nor any other topics has been discussed in this paper. By studying this report reader will get a clear idea about the different strategies and principals of advertising followed by Airtel Bangladesh Limited.

1.4 Methodology

For prepare this report I have mainly focused on primary data due to scarcity of secondary date.

- **Primary Source:** The primary information is collected through face to face interview with brand manager of Airtel Bangladesh Limited, personal interview with the marketing team of Airtel Bangladesh Limited, expert opinion and direct observation on the process of making advertising concept for Airtel Bangladesh Limited.
- **Secondary Source:** The secondary information is collected through Airtel Bangladesh Limited website, various online newspapers and journals. Similarly, information collected from Bharti Airtel Limited website. Also the author used some internal information collected from the company with a promise to keep it confidential.

1.5 Limitations of the study

- The information concerning advertising strategies and principals about any organization is very confidential in the industry. As the business highly depended on the promotion and branding of telecom operator. So, diverse terms of approaches and principals vary from telecom operator to operator. As a result, I could not include any of the confidential data in my report.
- Face to face interview with brand manager of Airtel Bangladesh Limited was difficult as they do not want to disclose their information regarding advertising.
- Even though Airtel Bangladesh Limited authority disclosed their confidential information with me, they did not permit me to share for further use of the information outside of the organization.
- Only my experience of three months is not that much enough to describe the advertising philosophies practiced by Airtel Bangladesh Limited as I had tried to give my best effort for my learning purpose.

CHAPTER 2

THE ORGANIZATION: Airtel Bangladesh Limited



2.1 Airtel Bangladesh Limited

Airtel Bangladesh Limited is a GSM-based cellular operator in Bangladesh. Till date, Airtel is the sixth mobile phone carrier to enter the Bangladesh market, and launched commercial operations under the brand name "Warid Telecom" on May 10, 2007. In 2010, Warid Telecom International LLC, an Abu Dhabi based association, sold a majority 70% stake in the company to India's Bharti Airtel Limited for US\$300 million and the remaining 30% in 2013. Bharti Airtel Limited took management control of the company and its board, and rebranded the company's services under its own airtel brand from December 20, 2010. The Bangladesh Telecommunication Regulatory Commission approved the deal on Jan 4, 2010. Bharti Airtel made a fresh investment of USD 300 million to rapidly expand the operations of Warid Telecom and have management and board control of the company. This is the largest investment in Bangladesh by an Indian company.^[4]

Bharti Airtel Limited, the parent group, is a leading global telecommunications company with operations in 20 countries across Asia and Africa, with headquarters in New Delhi, India. The company ranks amongst the top 4 mobile service providers, globally, in terms of subscribers.

The new funding is being utilized for expansion of the network, both for coverage and capacity, and introduction of innovative products and services. As a result of this additional investment, the overall investment in the company will be in the region of USD 1 billion.^[5]

This is Bharti Airtel's second operation outside of India. The company launched its mobile services in Sri Lanka in January 2009 on a state-of-the-art 3.5G network. The company crossed the 1 million customers mark within six months of launch on the back of innovative offerings as well as rapid expansion of network coverage and distribution.^[6]

Currently Airtel Bangladesh has 8.353 million subscribers with 7.3% market share at the end of July, 2014.^[7] On September 8th 2013, Airtel Bangladesh received 5 MHz 3G spectrum with 1.25 million USD.

2.2 About Bharti Group

Founded in 1976, by Sunil Bharti Mittal, Bharti has grown from being a manufacturer of bicycle parts to one of the largest and most respected business groups in India. With its entrepreneurial spirit and passion to undertake business projects that are transformational in nature, Bharti has created world-class businesses in telecom, financial services, retail, and foods. Bharti started its telecom services business by launching mobile services in Delhi (India) in 1995. Since then there has been no looking back and Bharti Airtel, the group's flagship company, has emerged as one of top telecom companies in the world and is amongst the top five wireless operators in the world.^[8] Through its global telecom operations Bharti group operates under the 'Airtel' brand in 20 countries across Asia and Africa— India, Sri Lanka, Bangladesh, Seychelles, Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, and Zambia. In addition, the group also has mobile operations in Jersey, Guernsey.

Over the past few years, the group has diversified into emerging business areas in the fast expanding Indian economy. With a vision to build India's finest conglomerate by 2020 the group has forayed into the retail sector by opening retail stores in multiple formats – small and medium - as well establishing large scale cash & carry stores to serve institutional customers and other retailers. The group offers a complete portfolio of financial services – life insurance, general insurance and asset management – to customers across India. Bharti also serves customers through its fresh and processed foods business. The group has growing interests in other areas such as telecom software, real estate, training and capacity building, and distribution of telecom/IT products.^[9]

2.3 Bharti Airtel

Bharti Airtel Limited is a leading integrated telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 5 mobile service providers globally in terms of subscribers. The company's product offerings include 2G, 3G and 4G services, fixed line, high speed broadband through DSL, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G mobile services.^[10] Bharti Airtel had over 246 million customers across its operations at the end of February 2012.

Incorporated in July 7, 1995 Bharti Airtel is a division of Bharti enterprises is India's leading provider of telecom services. Sunil Bharti Mittal, The founder chairman of Bharti enterprises (who owns Airtel) is today the most celebrated face of the telecom sector in India. He symbolizes the motto that success comes to those who dream big and work attentively to deliver it. Sunil Bharti Mittal began his Journey manufacturing spare parts for bicycles in late 1970s. His strong entrepreneurial instincts gave him a unique talent for sensing new business opportunities. In the early years, Bharti established itself as a supplier of basic telecom equipment.

2.4 Fact Sheet- Airtel Bangladesh at a glance

Type:	Private
Industry:	Telecommunication
Founded:	December 2, 2010 (Registration date)
Headquarters:	House 34, Road 19/A, Banani, Dhaka 1213, Bangladesh
Key people:	Mr. Prasanta Das Sarma (CEO and MD), Rajnish Kaul (COO), Mr. S K Mukhopadhyay (CFO), Mr. Ashraful H. Chowdhury (CCAO), Mr. Sandipan Chakraborty (CTO), Mr. A.S.M. Sikder (Chief Legal), Rubaba Dowla (CSO), Noor Mohammad (CHRO)
Products:	Telephony, EDGE, GSM, HSDPA/3G
Revenue:	₹117.213 (US\$1.9 billion) (2010)
Operating income:	₹21.771 billion (US\$360 million) (2010)
Net income:	₹18.282 billion (US\$300 million) (2010)
Total assets:	₹856.142 billion (US\$14 billion) (2010)
Total equity:	₹502.603 billion (US\$8.3 billion) (2010)
Parent:	Bharti Airtel (100%)
Website:	http://bd.airtel.com/

Note: All figures include Bangladesh, India and Sri Lanka operations.

2.5 Product and service offerings

Airtel provides both post-paid and pre-paid connection plans. The post-paid plan is branded and marketed across the country under the name airtel Postpaid, which means leader or royalty. The pre-paid segment is branded and marketed as airtel Prepaid.^[11] Airtel Prepaid category is divided into ten segments:

- 1. dosti**
- 2. foorti**
- 3. hoichoi**
- 4. super adda**
- 5. adda**
- 6. gangtalk**
- 7. shobai**
- 8. golpo**
- 9. dolbol**
- 10. kotha**

airtel postpaid now comes in 3 packages designed to cater to your varied communication needs.

- 1. elite**
- 2. ultra**
- 3. mini pack**

Airtel-Postpaid and Airtel Prepaid user enjoy various value added services(VAS), such as SMS, MMS, GPRS, 64K SIM, Dual SIM product, Corporate packages for product advertising via, SMS, and a host of other features. However, International Roaming is available only to Airtel postpaid users.

2.6 Vision & Tagline for the future

“By 2015 Airtel will be the most loved brand, enriching the lives of millions.”

"Enriching lives means putting the customer at the heart of everything we do. We will meet their needs based on our deep understanding of their ambitions, wherever they are. By having this focus we will enrich our own lives and those of our other key stakeholders. Only then will we be thought of as exciting, innovation, on their side and a truly world class company."^[12]

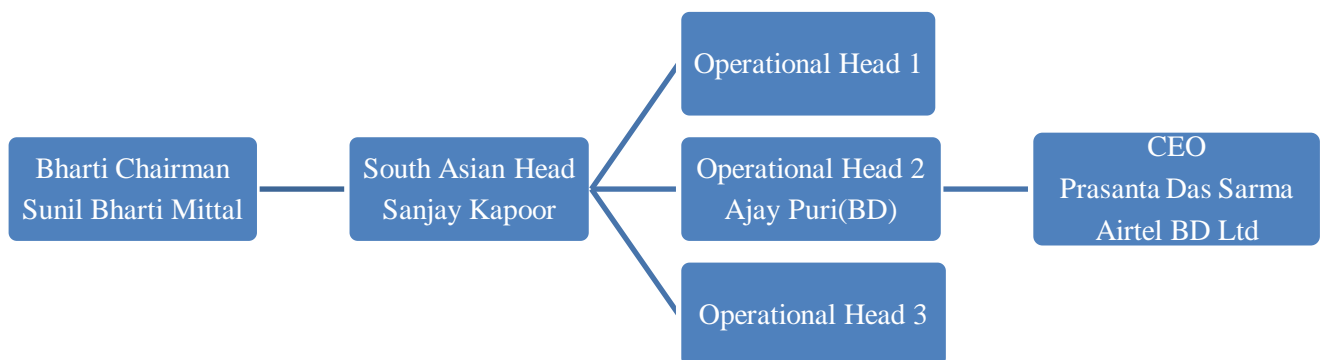
2.7 Airtel Mission

To meet global Standards for telecom services that delight customers through:

- Empowers Employees
- Innovative products and services
- Error-free service delivery
- Cost efficiency

2.8 Operational network organogram of Airtel Bangladesh:

Bharti Airtel South Asian operations are headed by Mr. Sanjay Kapoor who reports to Company's Chairman Mr. Sunil Bharti Mittal. Airtel's South Asian operations are geographically divided into three zones and each zone is headed by one CEO. The CEO of Airtel Bangladesh Limited, reports to Mr. Ajay Puri, who is leading Bangladesh and Western part of Indian operations of Airtel.^[13] The management team is named as Airtel Leadership Board (ALB) in Bangladesh. All the functional heads are a member of this team which is headed by CEO and Managing Director Mr. Prasanta Das Sarma.



The workforce in Airtel Bangladesh Limited combines total of 13 departments with their respective functions. Combining all the below divisions the management team is build:

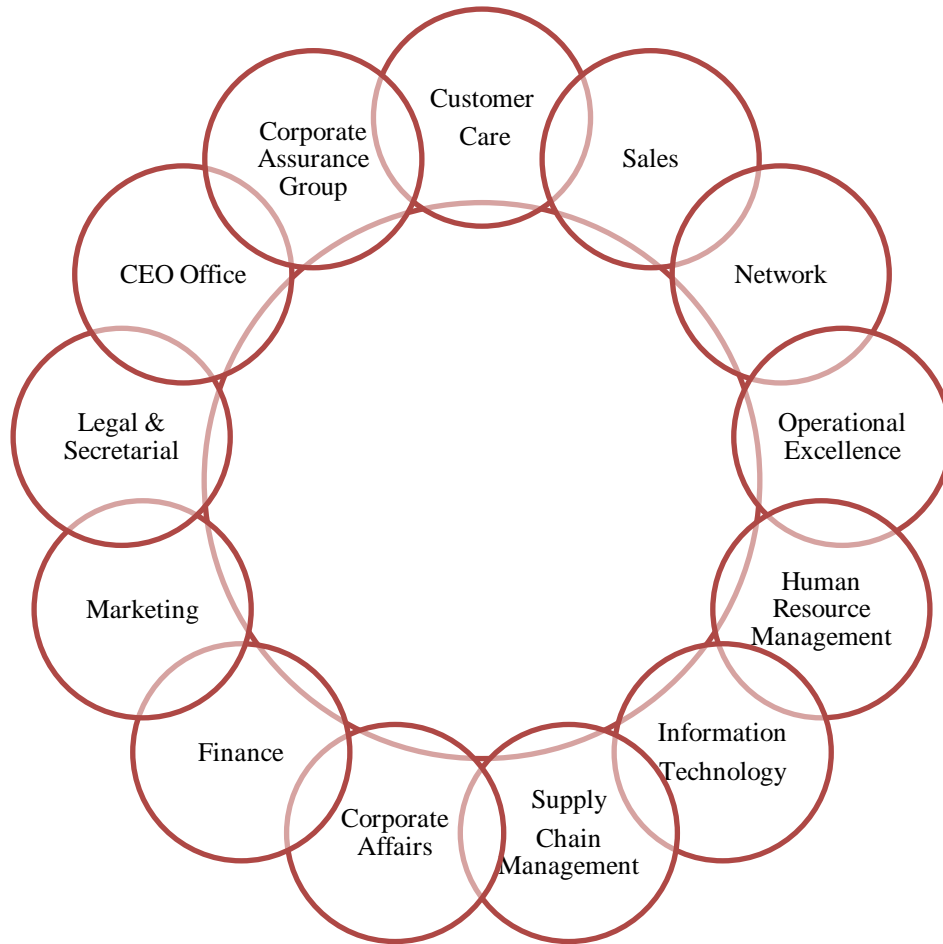


Figure: Functional Departments of Airtel Bangladesh Limited

The organogram of Airtel Bangladesh consists of some bands/levels and salary structure is basically made on this levels. These are given below:

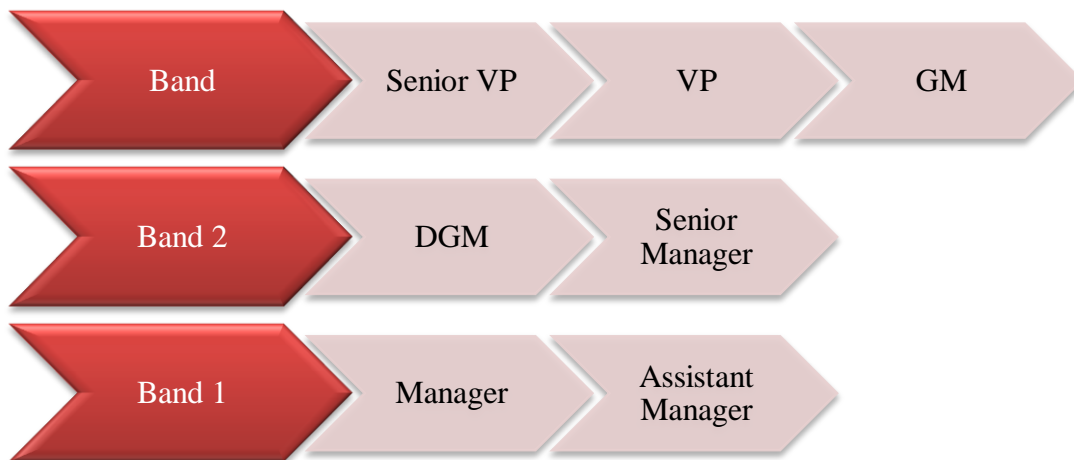


Figure: Organogram of Airtel Bangladesh Limited.

Customer Service

Customer service is one of promising department of Airtel who are continuously working to improve the customer satisfaction level and deals improving the customer experience, which is the core reason for the survival of any company. Customer service is one of those departments where customers may interact with the brand and the company.

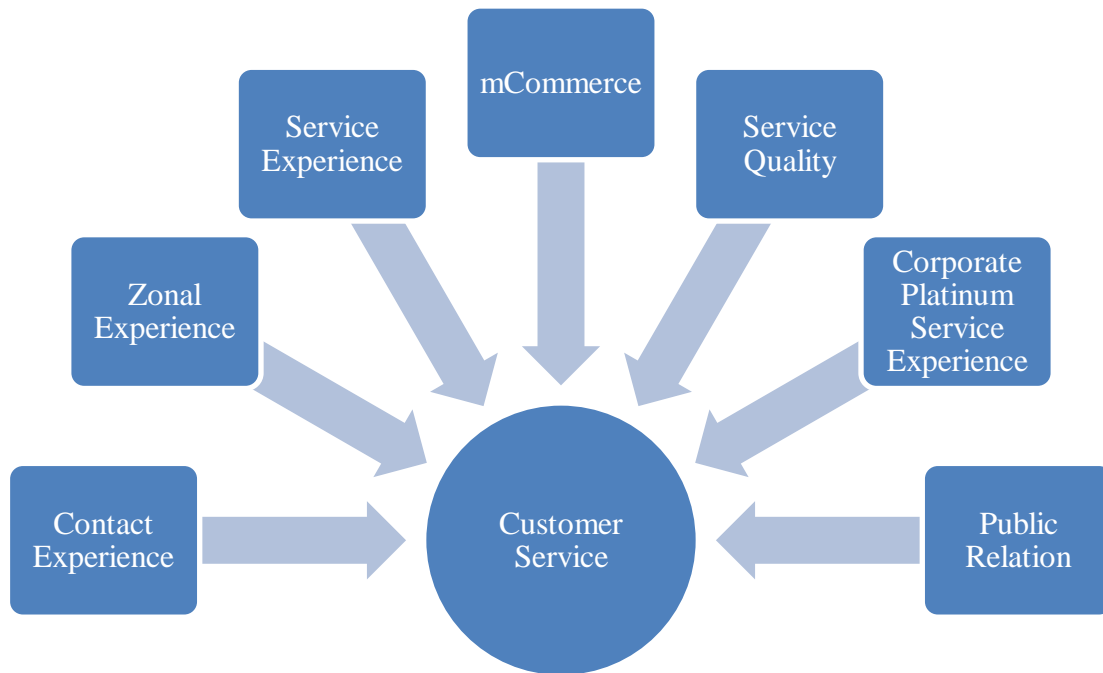
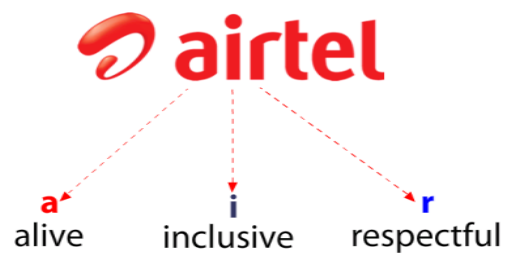


Figure: Customer Service department of Airtel Bangladesh Limited.

2.9 Airtel Logo and Meaning

Symbol & logo: The unique symbol of company is an interpretation of the ‘a’ in Airtel. The curved shape & the gentle highlights on the red color make it warm & inviting, almost as if it were a living object. It represents a dynamic

force of unparalleled energy that brings it and its customer’s closer. Company’s specially designed logo type is modern, vibrant and friendly. It signals its resolve to be accessible, while the use of all lowercase is its recognition for the need for humanity. Red is part of its heritage. It is the color of energy & passion that expresses the dynamism that has made Airtel the success it is today, in India, and now on the global stage.



2.10 Market Share

The competition among telecom operators is increasing day by day though they are trying to capture the mobile market with new features, low call rate, uninterrupted service and upgraded technological infrastructure. The major player of this industry is Grameen Phone Ltd. Though Airtel joined very lately in the industry but in this four year they have more than 7% of the telecom industry. As at the end of 31 July 2014, Grameen Phone Ltd. had a market share of 42%, Banglalink Digital Communication Limited 26%, Robi Axiata Limited 21%, Airtel Bangladesh Limited 7%, Teletalk 3% and Citycell 1%. ^[14]

Mobile Phone Subscribers in Bangladesh July 2014

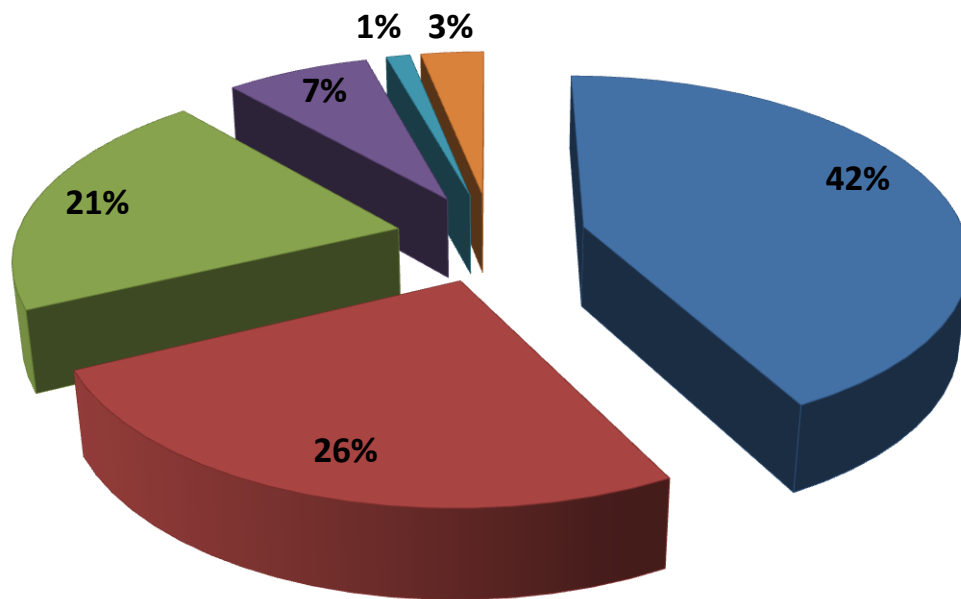
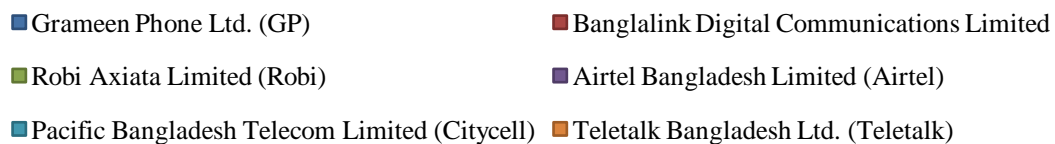
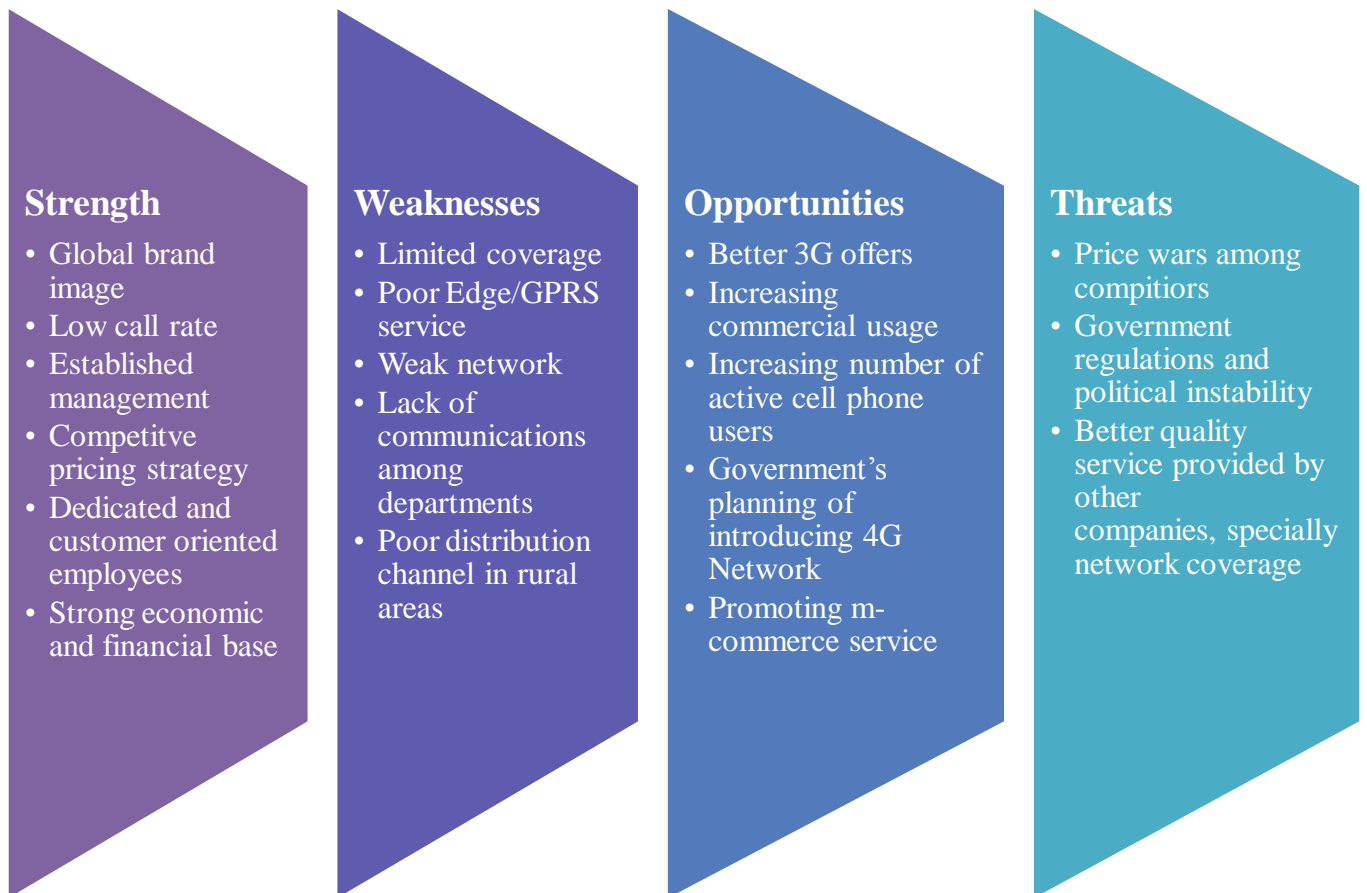


Figure: Overview of telecommunication industry of Bangladesh till July, 2014

2.11 SWOT Analysis for Airtel Bangladesh Limited

A SWOT has been done for the better understanding about the ongoing working process and areas where improvement can be possible. SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats involved in the company. There are so many opportunities that can help the company to be more flourished in the telecom industry of Bangladesh.



CHAPTER 3

THE JOB

airtel 3G | airtel wi-fi | partner world | **mCommerce** | business vas | ^{new} online airtel experience center | my airtel | airtel social

prepaid | postpaid | international roaming | services | payment & recharge

package | startup | roaming | current promotion | ISD tariff list

টাকা পাঠানো থেকে পেমেন্ট সবই এখন মোবাইলে

ডায়াল *400#

মোবাইল অ্যাকাউন্ট খুলে উপভোগ করো
ক্যাশ ইন, ক্যাশ আউট, সেভ মানি এবং
মার্কেট পেমেন্টসহ আরো অনেক সুবিধা



My journey as an internee in Airtel Bangladesh Limited started on May 6th, 2014 and finished on September 5th, 2014. I worked with the m-commerce team of Airtel Bangladesh Limited under Customer Service Department during my internship period.

Mobile commerce, m-Commerce for short, is a moderately fresh concept in Bangladesh, and can be defined as the future of telecommunication industry in the upcoming year. Mobile Commerce is becoming popular at a faster rate in Bangladesh than many of us could comprehend. In simple word, it enables mobile phone users to access basic mobile financial services even when they are far away from their nearest branch or home computer, and it is said to be one of the most promising value added services for mobile phones in today's times. M-Commerce provides the ability to make deposits, withdraw, and to send or receive funds from mobile accounts. Despite being a relative newcomer to the field of mobile financial services, Bangladesh, which entered the market in 2011, is already making its mark. There are about 14.61 million registered mobile banking accounts in Bangladesh as of June 2014 and nearly Tk 284.10 Crore in transactions per month through about 414,170 agents, according to Bangladesh Bank (BB).^[15]

Bangladesh Bank (BB) approved mobile financial services such as inward foreign remittance, cash in/out using on m (mobile)-wallets, private to private (P2P), business to private (B2P), government to private (G2P) payments etc., aiming at financial inclusion of the unbanked.

3.1 Nature of the job

My job was to report Senior Manager— Business Development and assist him in day to day responsibilities assigned to me. The purpose of these assigned responsibilities was creating new business proposal for m-commerce team, preparing daily dash boards, analyzing the various promotional activities of m-commerce in collaboration with mobile financial service partners.

3.2 Specific responsibilities of the job

- ✚ **Preparing daily dash boards:** As m-commerce is comparatively new concept in Bangladesh, so there is urgency for Airtel Bangladesh Limited to keep up-to-date with the latest news and trends in the m-commerce that is taking place in our country and also internationally, particularly in the South Asian region.

A daily dash boards is fundamentally a brief synopsis of various most recent information and business models which is being adopted in the m-commerce business. Accordingly, my duty was to browse the internet and collect the most relevant news on m-commerce around the South Asian countries and create a summary of that information for my m-commerce team. Latterly, I used to send all the information through email to my senior manager.

Please find a few of the dashboards prepared by me attached below-

Mobile financial transaction falls for the first time in Feb
 March 26, 2014 | Filed under: Economy | Posted by: Jahangir

Bankers attributed Bangladesh Bank's tightening MFS guideline to the fall of mobile financial transaction

Financial transaction through mobile has dropped last month for the first time since launching mobile financial service (MFS) by the central bank in 2011.

Bankers attributed Bangladesh Bank's tightening MFS guideline to the fall of mobile financial transaction.

In February, mobile financial transaction stood at Tk6,534 crore, down 8.6% from Tk7,149 crore in January and volume of transactions declined by 12.7% to 29,022,643 crore during the period, the BB data showed.

Restriction has also been imposed on mobile transaction for people who have no mobile account and highest ceiling was set Tk10,000 for daily and Tk25,000 for monthly transaction from one mobile account to other.

Source: Dhaka Tribune

<http://www.bangladeshchronicle.net/index.php/2014/03/mobile-financial-transaction-falls-for-the-first-time-in-feb/>

The new age
 June 17, 2014

Bangladesh Bank has taken initiative to reduce the transaction fee for mobile financial service as the clients are now giving their respective banks charges between Tk 18 and Tk 20 for a single transaction amounting to Tk 1,000 through the service.

He said that the BB might recommend the technical committee to set the fee between Tk 12 and Tk 15 for a single transaction amounting to Tk 1,000 through the mobile banking service.

<http://newagebd.net/21567/bb-moves-to-cut-fee-for-mfs-transaction/#sthash.QASWk0NZ.dpuf>

Product	Partners							
	bKash	DBBL	Ucash	mCash (IBBL)	Mycash (MBL)	Surecash	IFIC	Hello (BA)
Cash In	Not applicable	1%	Not applicable	free	free	free	0.80%	No data available
Cash Out from agent	1.85%	1%	1.85%	1.80%	1.85%	1.80%	0.80%	No data available
Cash Out from ATM	2%	free	Not available	1.30%	Not available	Not available	Not available	No data available
P2P	5	5	5	4	5	4	3	No data available

April 17, 2014

USAID programmes to use mobile money payment system

The United States Agency for International Development (USAID) and the FHI360 Mobile Solutions Technical Assistance and Research (mSTAR) project has signed an agreement with the WorldFish Center and Dnet to utilize mobile money payments within their agriculture and health programmes in Bangladesh.

<http://www.dhakatribune.com/technology/2014/apr/17/usaaid-programmes-use-mobile-money-payment-system#sthash.A7Sp0IS.dpuf>

April 23, 2014

Global Trust Fund starts to disburse compensation

Rana Plaza victims and their family members started receiving the compensation from the Global Trust Fund (GTF). State Minister for Labour and Employment Mojibul Haque said, the rest of the victims will receive their compensation through their mobile accounts.

<http://www.dhakatribune.com/bangladesh/2014/apr/23/global-trust-fund-starts-disburse-compensation#sthash.chUotJKf.dpuf>

Mobile money in remittance transfer

Mobile money can play vital role at different geographical areas that have previously had limited access to banking or those migrants who are not reached by formal banking channels.

The World Bank estimates that a further USD 16 billion could become available if the transaction costs for remittances could be reduced by five percentage points.

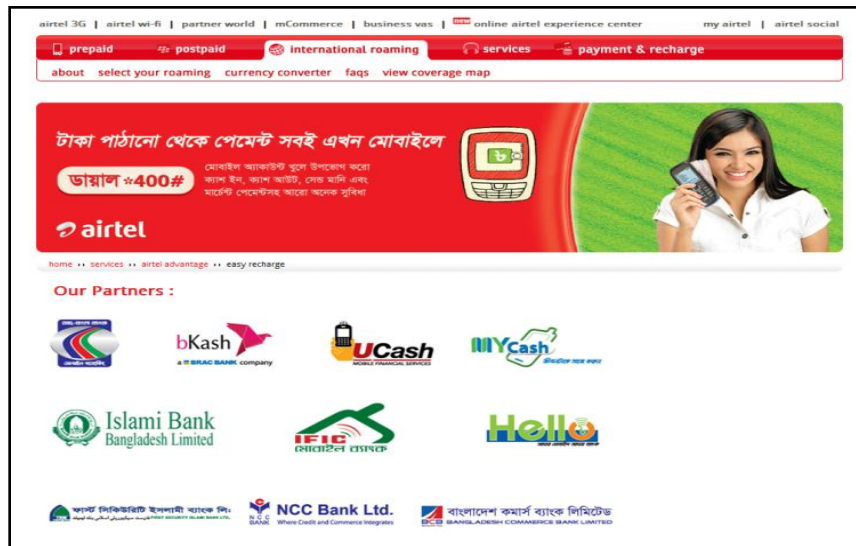
<http://innovation.brac.net/fundchallenge/ideas/mobile-money-can-play-a-revolutionary-role-in-remittance-transfer-specially-informal-channel-can-be-formal-channel-via-mobile-money/>

Microinsurance coverage for Progoti clients

Microinsurance is the solution to overcome the obstacle of high fees in traditional insurance products. It is characterized by low and flexible premiums. We can start a pilot with Progoti clients by offering them an opportunity to opt in to a Microinsurance product as part of their loan application process and this whole process will be done through bKash. The microinsurance coverage can be for life, health, accident insurance, etc. So, every time they pay their installment through bKash, there will be a percentage of money that will be saved as insurance premium.

<http://innovation.brac.net/fundchallenge/ideas/microinsurance-coverage-for-progoti-clients/>

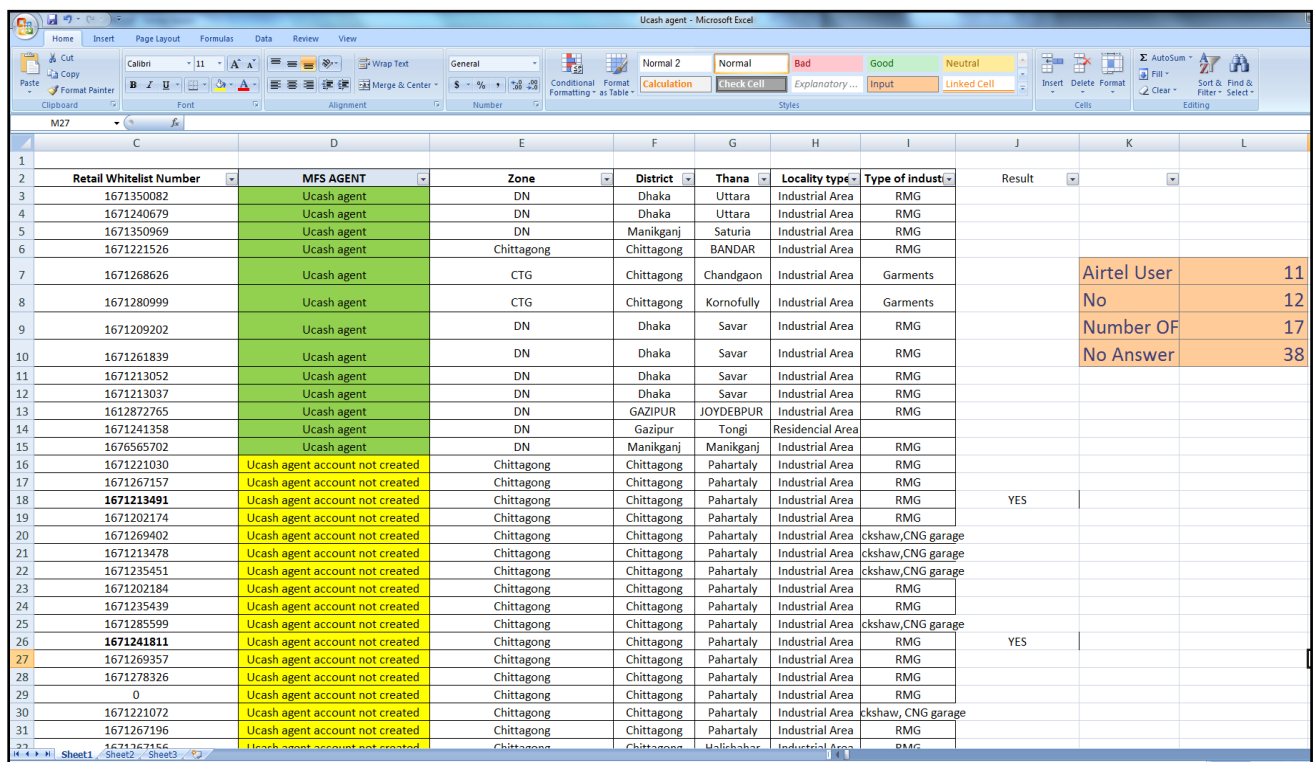
- ✚ **Revamp the partner's logo on m-commerce website:** As, Airtel Bangladesh Limited is making agreement with new partner of mobile financial service providers so they need to update their m-commerce website and put information about their partners. So, I was assign to collect all the logo from partner banks to update the m-commerce webpage. Also, fix meeting with marketing team form Airtel Bangladesh Limited to change the old webpage design.



Current m-commerce webpage on September10, 2014

- ✚ **Regular market visit:** Airtel m-commerce have 10 partners in their mobile financial journey. As a result, they need to know about the progress of mobile financial service and keep up-to-date mobile financial service agent about the new offer and promote promotional campaigns. So I was assign to visit several market areas where new promotional campaigns were running.
- ✚ **M-Commerce partner's performance analysis:** Weekly and monthly monitoring m-commerce partner's performance was one of my routine jobs. I need to analyze their performance and business growth frequently.
- ✚ **Market intelligence:** Monitored the market information on a regular basis to gather updates about new products and practices of the industry in our country as well as in South Asia.

- Mobile Financial Service survey:** Conducted an extensive agent survey on 50 MFS (mobile financial services) agents. Also, conducted an extensive customer survey on 50 MFS (mobile financial services) customers.
- Contacting Airtel registered Ucash retailers to update new POS materials:** Airtel has so many active retailers who are maintain daily mobile financial transaction and generating revenue for the company. So it was a hardly need to know about the feedback and problems they are facing to improve the service quality. Collecting agent's feedback and keeping them up-to-date about new features also assigned to me.



Retail Whitelist Number	MFS AGENT	Zone	District	Thana	Locality type	Type of industry	Result
1671350082	Ucash agent	DN	Dhaka	Uttara	Industrial Area	RMG	
1671240679	Ucash agent	DN	Dhaka	Uttara	Industrial Area	RMG	
1671350969	Ucash agent	DN	Manikganj	Saturia	Industrial Area	RMG	
1671221526	Ucash agent	Chittagong	Chittagong	BANDAR	Industrial Area	RMG	
1671268626	Ucash agent	CTG	Chittagong	Chandgaon	Industrial Area	Garments	Airtel User 11
1671280999	Ucash agent	CTG	Chittagong	Kornofully	Industrial Area	Garments	No 12
1671209202	Ucash agent	DN	Dhaka	Savar	Industrial Area	RMG	Number OF 17
1671261839	Ucash agent	DN	Dhaka	Savar	Industrial Area	RMG	No Answer 38
1671213052	Ucash agent	DN	Dhaka	Savar	Industrial Area	RMG	
1671213037	Ucash agent	DN	Dhaka	Savar	Industrial Area	RMG	
1612872765	Ucash agent	DN	GAZIPUR	JOYDEBPUR	Industrial Area	RMG	
1671241358	Ucash agent	DN	Gazipur	Tongi	Residencial Area		
1676565702	Ucash agent	DN	Manikganj	Manikganj	Industrial Area	RMG	
1671221030	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671267157	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671213491	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	YES
1671202174	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671269402	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	ckshaw,CNG garage	
1671213478	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	ckshaw,CNG garage	
1671235451	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	ckshaw,CNG garage	
1671202184	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671235439	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671285599	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	ckshaw,CNG garage	
1671241811	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	YES
1671269357	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671278326	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
0	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671221072	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	ckshaw,CNG garage	
1671267196	Ucash agent account not created	Chittagong	Chittagong	Pahartaly	Industrial Area	RMG	
1671367156	Ucash agent account not created	Chittagong	Chittagong	Malshabar	Industrial Area	RMG	

Screenshot of contacted Airtel Ucash agent

- Prepare the web content of m-commerce website:** Airtel needs to keep update the m-commerce web contents so they become updated with today's world of mobile financial service. My on-site manager assigned me to redesign the web content and prepare a draft for the Airtel m-commerce team. As those content are yet not published in the webpage so I was not permitted to include those in my report.

- ✚ **Archiving the information of Airtel m-commerce agreement:** Airtel archives the information of agreement they done with banks to keep management aware about their activities. As I previously mentioned they have 10 partners onboard so they needs to archive the agreement news articles published in the newspapers. So it was also part my job to collect that information from my senior manager and archive it.

3.3 Different aspects of job performance

Business development for m-commerce is important as there is new feature of m-commerce is introducing and practicing by many of international and domestic m-commerce service provider. Some new feature of m-commerce such as paying traffic case of Dhaka Metropolitan Police was introduced by Ucash. So, as a partner of Ucash Airtel needs to promote this service among its employees which was successfully distributed under the supervision of my on-site senior manager by me. For developing new business model for m-commerce we used to collect data from different partners to identify new opportunity for m-commerce. By analyzing those data we were suppose to prepare new business opportunity for our m-commerce partners. Besides this, we went to several corporate house and RMG to promote the mobile financial service among RMG workers.

3.4 Critical observations and recommendations

In my working experience at Airtel Bangladesh Limited I faced some inescapable situation from which I found out a few areas needed to be improved along with some recommendations from my own observation. If some effective initiatives will be taken, the internship program could be more helpful for the students and by the same time Airtel could get the most output from the interns.

- ✚ There should be a formal orientation program for intern to know about the company's culture, values, mission and job responsibility.
- ✚ Airtel's corporate office is positioned in Banani, Dhaka. Sales and marketing department is located in Pink City Gulshan-2, Dhaka. Supply Chain Management department is in Pink City Gulshan-2, Dhaka. For that reason, the system requisition process is lengthy in Airtel due to the location of the office.

- ✦ There was not enough manpower in Airtel m-commerce team. So make the team faster they need to bring some manpower in m-commerce team.
- ✦ Job rotation is not experienced to the interns. Interns should have given the opportunity to work in more than one function to get involved more with the company.
- ✦ Working hour of Airtel Bangladesh is from 10:00am- 07:00pm; where most of the telecom industries in the country end at 05:00pm. So it will be very helpful and productive for the organization I the change their working time from 9.00 am to 5.00pm.
- ✦ Airtel should reserve at least two or three desks and computer in each department. Whenever new workers join, they could start their tasks within very short time and Airtel does not have to waste human resource anymore.
- ✦ Every procedure is prepared by computer and there are no paperwork things to accomplish. It is required to replace the old configuration computer with the faster one to boost up working performance and save time. Unfortunately, my computer was the slow one and it consumed more time for processing the data.
- ✦ The overall management with intern in Airtel in terms of behavior was helping, quite good and friendly. Supervisors encourage the interns to accomplish their job properly; also provide help and support on their tasks which is very remarkable.

CHAPTER 4

PROJECT PART

**বন্ধু যেখানে
NETWORK
সেখানে**

facebook থেকে phonebook-সবখানে
বন্ধুদের কানেকটেড রাখে এয়ারটেল।
#networkoffriends এ join করো এখনই



The image shows a group of five young people (three women and two men) on a traditional wooden boat on a lake. They are dressed in casual, colorful clothing. The boat has several flags (red, green, and black) flying from its mast. The background features a green, hilly landscape under a blue sky with light clouds. A QR code is located in the top right corner of the image.

Summary of Advertising philosophies practiced by Airtel Bangladesh Limited on “Network Campaign”

The advertising campaign of Airtel Bangladesh Limited on Network Campaign was started on April 24, 2014 and run till August 2, 2014. In their network campaign they broadcast three advertisements on air. The network campaigns successfully represent the brand name, theme, color and slogan. The theme of the network campaign was Bondhu Jekhane Network Sekhane. Airtel target audience of this campaign was young generation of Bangladesh. Airtel always try to promote their brand among the youth of Bangladesh as they are the most promoting customer of telecommunication industry. Among the mobile user rate of Bangladesh the highest number of mobile adoption was adopted by youth. Airtel believes that if they want to become popular in Bangladesh youth is the only target audience who can help them to achieve their corporate objective. The campaign was successfully representing the slogan in Bangladesh. Airtel Bangladesh Limited gave equal priority to TV channels, Radio channels, Newspapers and Social media to promote their network campaign. They followed their brand guideline while making those advertisements. In those TV advertisements they represent the style of young generation, their get up, way of talking, fashions and also those fictions characters whom young generation wants to follow. The campaign fashioned intrinsic performance and followed all the approaches of advertisement. In today's competitive world, promoting own brand among the target audience is badly needed to achieve success in the industry.

4.1 Description of the project

The purpose of this project is to analyzing the various values adopted by Airtel Bangladesh Limited while making their advertisement for their network campaign. My academic supervisor Mr. G M Shafayet Ullah, Lecturer of BRAC University, approved the project topic and allowed me to prepare this report to complete my graduation. My project topic is “Advertising Philosophies Practiced by Airtel Bangladesh Limited” under this title I am analyzing the various promotional campaign currently they are running to promote their network and brand among the young generation of Bangladesh. Reader will get a clear idea about various principals and creative idea about advertising of Airtel Bangladesh Limited.

4.2 Objective of the project

The objective of this project is divided into two parts and those are discussed below-

- **Primary Objective:** The primary objective of this project is to know various methods used by Airtel Bangladesh Limited to promote their brand Airtel among the young generation of Bangladesh.
- **Secondary Objective:** The secondary objective of this report is given below-
 - ✓ Analyze various advertising strategies followed by Airtel Bangladesh Limited.
 - ✓ To get a clear idea about how they run their advertising through mass media.
 - ✓ To know about different factors influencing the advertising concept.
 - ✓ To identify diverse promotional campaign they are running to promote network
 - ✓ To know how they are representing their corporate goals through advertisements

4.3 Methodology

- **Primary data:** The primary data of this report collected through face to face interview with brand manager of Airtel Bangladesh Limited and also personal interview with marketing team of Airtel Bangladesh Limited.
- **Secondary data:** The secondary data of this report collected from Airtel Bangladesh limited website, various online journals. Also, information collected from Bharti Airtel webpage. Also the author used some internal information collected from the company with a promise to keep it confidential.

4.4 Limitations

As I was an intern, the company did not provide me all the information as those are very much confidential in the industry. But I tried to manage as much as information I can gather from the company within my boundary line. Even though Airtel Bangladesh Limited authority disclosed their confidential information with me, they did not permit me to share for further use of the information outside of the organization. Only my experience of three months is not that much enough to describe the advertising philosophies practiced by Airtel Bangladesh Limited.

4.5 Literature Review

Advertising is one of most powerful medium to reach to target audience and create a brand image among them. Among the 4P of marketing, advertising or promotion is one the marketing mix elements which repeatedly used in the industry. Airtel Bangladesh Limited always tries to put a positive impression in the young generation mind through their creative advertisement. Airtel Bangladesh Limited started four network campaigns advertisement for the consumer of their product which started on April 29, 2014 and run till August 6, 2014. By their network campaigns they tried to promote the theme that Bondhu Jekhane Network Sekhane. Airtel Bangladesh Limited always believes that youth is their ultimate target audience and always wants to be most likely brand for the young generation. Airtel first network campaign was started on April 29, 2014 where its shows some of the friends were in trouble while they are in a road journey. In that advertisement one of the friend called a friend for help and that friend successfully received his message and came to help them. After that, second advertisement telecast on May 5, 2014 which was CG animated advertisement where it shows its network coverage in Bangladesh. Third advertisement telecast on May 15, 2014 which was known as Monkey selfie advertisement where on the friends mobile was stole by a monkey and he upload his selfie picture in the Facebook through Airtel network and by seeing that the owner of the monkey comes forward to help them to get back the phone. The last advertisement was known as Moyna advertisement which telecast on July 28, 2014 where one boy helps an unknown girl who was in trouble. His friends don't like that the boy helped the girl. The boy helped the girl to reach her desire destination and put some of their journey picture in the Facebook by using Airtel network. The last TV advertisement brings out huge success for the company as it was so much creative and meaningful.

4.6 Bottom line of all advertising activities

- **Creating difference:** Airtel wants to create a unique position in the end user mind through their network campaigns.
- **For value delightment:** For building loyal customer and repaid purchase of their products network campaigns helps a lot to Airtel.
- **Competitive edge:** They want to be most preferable brand for young generation by 2015.
- **Leading to building brand:** Airtel entered into Bangladesh as a sixth mobile operator. Within four years they grab already 7% of market share. So, wants to be a leading brand in Bangladesh by targeting youth as they are highest number of mobile user in Bangladesh.
- **Building brand equity:** Airtel was successful to create loyal customer for their product by offering low call rates and varieties of interment offer.

4.7 Advertisement promotion through geographical area

- **Local advertisement:** Airtel arrange some event base campaigns in rural area to promote their network coverage and range of products.
- **Regional advertisement:** Airtel does not show regional base advertisement but they place various billboards on various commercial and tourism spots.
- **National advertisement:** For their network campaign they telecast four TV commercial in the national channel of Bangladesh.
- **International advertisement:** Airtel Bangladesh Limited also broadcast their network campaign advertisement on in the international channel like Facebook, YouTube and twitter.

4.8 Medium used for advertisement

- **Print advertising:** Airtel promote their network campaigns through the dailies national and local newspaper of Bangladesh. They tried to wrap as much as newspaper exposure they can create.
- **Broadcast channel:** Airtel also followed TV, Radio, and internet media to promote their network campaigns in Bangladesh to put an impression in the youthful age group mind.

- **Out of home:** It includes billboards, bulletins, posters, transits, shop signs and wall painting in the rural and urban area. Alternatively followed transit media in those areas.
- **Direct mail advertising:** Airtel promote their network coverage campaigns also by sending push message to the subscriber to aware them about their coverage.

4.9 Purpose of this advertisement

- **Product advertising:** Airtel has 10 prepaid packages and 3 postpaid packages onboard. So promoting these packages was badly needed TV commercial and network coverage campaigns.
- **Commercial advertising:** The ultimate goals of this commercial was earning profit for the organization and carrying out corporate mission.
- **Actions advertising:** In their advertising they promote some action advertising like if you recharge 24 taka you will get the 1 paisa per second offer. As a result consumer will like to do more recharge to avail this offer.

4.10 Function and effects of advertising as a marketing tool for Airtel Bangladesh Limited

- To identify their products and differentiate them from competitions. For example, they want hit the campaign of GP and Robi network coverage.
- To communicate information about the products, its feature and its location of coverage.
- To induce consumer to try their various internet offers and to suggest for reuse.
- To stimulate the distribution of prepaid package and 3G internet offers.
- To increase product use like as various internet offers.
- To build value, brand preference and loyalty for the end users.

4.11 The economic impact of advertising by Airtel Bangladesh Limited

- **Effect on the value of product:** As Airtel is comparatively new in Bangladesh telecom industry they need to promote their network coverage, prepaid and postpaid products offer, 3G internet offer by advertisement.
- **Effect on the price:** To let know about the low-priced call rate of Airtel advertisement is highly needed. Advertisement helps the company to let know costumers about their product price.

- **Effect on competition:** In Bangladesh telecom industry there is huge competition among the mobile operators. When competitors are proving any new offer Airtel also offer new product and offers for their customers.
- **Effect on consumer mind:** Airtel target audience is youth as it is clearly revealed in their mission. So through their advertisement they put a low priced telecom operator's impression in the consumer mind. In their advertisement they all the time focus on the youth regarding their choice and preferences.
- **Effect on consumer choice:** It gives Airtel the right to choice advertising concept for their company. In their advertisement they promote young generation as they are the main target customers of the company.
- **Effect on business cycle:** Airtel always telecast their advertisement in the mass media from the beginning of their operation in Bangladesh.

4.12 Marketing communication option for Airtel Bangladesh Limited

- **Media advertising:** Through the Radio, TV, Newspapers and various magazine of Bangladesh they did their campaigns for network promotion. They almost choose the top TV channel and radio to broadcast this advertisement in the pick hour.
- **Direct response advertising:** Airtel used their facebook page "Airtel Buzz" to telecast the advertisement and also to make aware about customers their verities of product offering.
- **Place advertising:** In the public place where all the time public gather is happened they put their advertisement through bulletins, bill boards, posters and transits.
- **Point of purchase advertising:** In the retail outlet which known as a point of purchase location for buyers to active the service they also did campaigns in those place. In rural areas almost all point of purchase they have their brochure of the campaign to help customers to understand about the details of the product. They made shelf talker sticker for the retailers.
- **Consumer promotion:** In the network campaigns they did consumer promotion like if you buy any prepaid connection you will get some sort of bonus talk time or SMS. Even, they have the offer of getting bonus talk time on the daily usage.

- **Event marketing:** In the event of Ramadan they did the campaigns in a strong way to motivate customers to buy their product.
- **Publicity:** In the rural area where customers are not that much aware about TV advertising or any sort of other advertising, publicity advertising is must required. Moreover, they did the publicity campaigns in those rural areas as much as they did in urban areas.
- **Personal selling:** As Airtel does not do any personal selling but they let know customers about their new offers by sending SMS.

4.13 Airtel Bangladesh Limited role in creating advertising

- **Administration:** Airtel hires advertising agency to make advertisement for the company. In hiring agency they deal with how much to pay the agency and how resource will be allocated.
- **Planning:** Airtel set up the time allocation for making advertisement and where and how those advertisements will be made. So Airtel need to play a great role in there.
- **Budgeting:** Airtel prepare the total budgeting plan for the advertisement.
- **Coordination:** Day to day coordination is needed to make the TV commercial effective and also guidelines need to be followed strictly.
- **Creating ads:** Finally they manage to make the advertisement for the company.

4.14 Agency responsibilities towards Airtel Bangladesh Limited

- **Account management:** Agency find out the SBU of the organization for which they are preparing TV commercial,
- **Research:** Agency keeps research and identifies the popular media in which target audience watch the commercial for example it can be Facebook, YouTube or any broadcast media.
- **Account planning:** After getting the budget for making advertisement from Airtel they prepare the account planning.
- **Creative concept:** Agency gathers creative idea for the company and Airtel approve the final concept for the advertisement.

- **Advertising production:** Finally agency prepares the TV commercial for Airtel Bangladesh Limited.
- **Monitoring:** After preparing the advertisement monitoring is required. Basically they telecast their advertisement at the pick hour from 7.00pm to 11.00pm most of the time.

4.15 Promotional mix

- **Advertising:** During their four TV advertisement they advertise their network coverage campaign among the youth of Bangladesh.
- **Direct marketing:** In rural and urban area they organized some event promotional campaigns to sale their product.
- **Internet marketing:** In Facebook, YouTube, and twitter and as well in other internet media they used to promote their advertisement.
- **Sales promotion:** In rural area they arranged some sales promotion like if you recharge 24 taka you will get the offer 1 paisa per second.
- **Publicity:** In rural area they prearranged publicity for their network campaigns promotion also for the new prepaid package activation.

4.16 Reason for growing importance of IMC for Airtel Bangladesh Limited

- Airtel shifts from media advertising to other form of marketing communication as managing errors in media advertising is difficult.
- Movement from media advertisement to internet advertisement that emphasizes on target consumers facilitates Airtel.
- Rapid growths of database marketing help Airtel to know the actual database of the target customers.
- Demand for greater ad agency accountability also desires to be focused.
- Change in agency compensation like which media should be picking for broadcasting and which medium will generate maximum opportunities for Airtel to promote its network campaigns is also followed.
- Rapid growth of internet also assists Airtel to promote the campaigns as the target audience is very much aware about the use of internet.
- Increasing importance of branding like as name, logo, color and tagline needs to promote.

4.17 Advantages of advertising and direct marketing for Airtel Bangladesh Limited

- Advertiser can control the message Bondhu Jekhane Network Sekhane.
- Message can be customized for specific customers of Airtel.
- It is a cost effective way to communicate with large number of audience of mobile phone.
- Effective way to create brand images and symbolic appeals.
- Often can be effective way to strike responsive chord with consumers and measure the effectiveness of the advertisement.
- Direct marketing towards youth allows company to be very selective and target specific segments of customers.

4.18 Use of Internet as an IMC tools for Airtel Bangladesh limited

- Internet works for Airtel as a medium to inform and educate them about the network coverage of Airtel and various products they offer.
- By internet they can make direct sale of 3G internet offers to the target customers.
- Internet helps Airtel to directly communicate with buyers. They maintain “Airtel Buzz” Facebook page to interact with the customers.
- “Airtel Buzz” webpage assist Airtel to build and maintain a strong relationship with customers and inform them about new features of product.
- In “Airtel Buzz” webpage they promoted their four advertisements for sales promotion.
- Internet also worked as tools for implementing publicity for their network coverage campaigns. In Facebook, YouTube and twitter page they uploaded their advertisement to get maximum coverage.

4.19 Sales promotion uses

- **Introduce new product:** In rural area campaigns of network coverage introduced new product for the new customers and existing customers. Their new offer was by recharging 24 taka you will get 1 paisa per second offer for new and existing connections.
- **Get existing customers to buy more:** The ultimate aim of the advertisement was making existing users to buy more their 1 paisa per second offer.

- **Attract new customers:** To attract new customers through their network campaigns they also brought some exciting offer of 3G internet package for the customers.
- **Combat competitions:** During the Ramadan time they brought some new offer through their advertisement like low call are offer and double usage of internet offer.
- **Increase retails inventories:** In rural and urban areas they provide huge point of selling materials for the retailers to help them to increase their sale.

4.20 Advantage of publicity for Airtel Bangladesh Limited

- **Credibility:** Publicity makes people more aware about the network coverage of Airtel mobile operators. As a result, publicity for their product and network was a crying need for Airtel.
- **Low cost:** Publicity sometimes worked as word-of-mouth among the young generation so it cost lower for the company to get publicity.

4.21 Promotional management of Airtel Bangladesh Limited

Network promotional campaigns of Airtel coordinate the promotional mix elements to develop a controlled, integrated of effective marketing communication. Consideration for developing the promotional program includes:

- **Types of buyers:** Buyers of Airtel prepaid package belongs to 18 - 30 years age people who are fashions oriented and aware about follow most trends of the universe.
- **Buyer decision process:** The targeted customers constantly like the low-call rate and varieties of internet offer.
- **Stage of product life cycle:** Currently Airtel is in growth level in the telecom industry. So they need to capture huge untapped market through their network coverage.
- **Channels of distribution:** Airtel distribute their product through their retailers to the end users. They have also Airtel Relationship Centre from where consumer can take service.

4.22 The marketing plan

Marketing plan is that document describes the overall marketing strategies and programs developed for a company, product or brand. In marketing plan network campaigns they have a detailed plan how to implement their overall strategies to reach to the customers. In the network

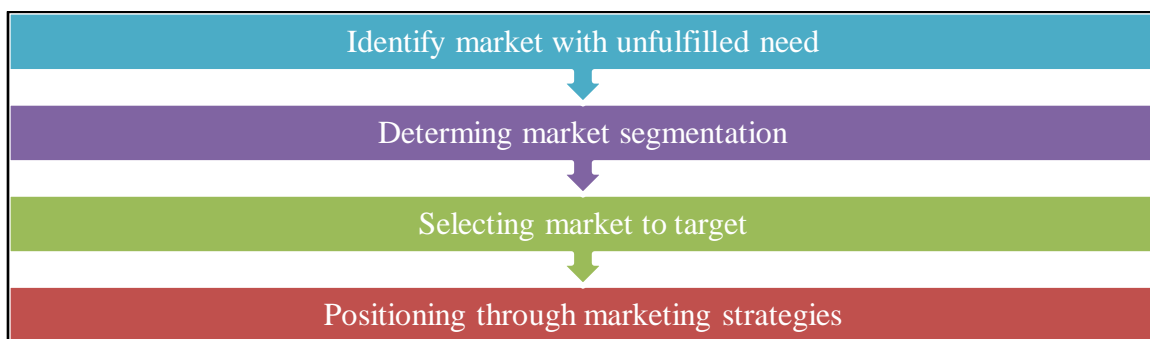
campaigns they also followed their objective to be most preferable brand among the young generations. During making the marketing plan they have fixed which media and method will be used to promote their campaigns. Moreover, what is acceptance of young generation from them was also evaluated and examined.

4.23 Unique Selling Proposition (USP) of network campaigns

The unique selling proposition of network campaigns advertisement was encouraging youth who loved to be connected all the time with their friends through Facebook. Today's young generations are very fashion oriented and all the time they are post their updates in the Facebook from shopping to eating in a restaurant or whenever they went out for a vacation. In those advertisements it was clearly exposed that all those adults were connected through Facebook with their friends and whenever they need any help their Facebook friends come forward to help them. In those four advertisements excluding the CG animated one all the three commercials were linked with one another. Through this advertisement it was clearly identified that where ever you go you will be always connected with your friends through Airtel network. Airtel marketing team successfully advertises their USP from beginning to end in the campaigns to grab the attention of new and existing customers.

4.24 Target marketing process

To track with target marketing process the follow the process described below-



4.25 Determing market segmentation offers the most potential by Airtel Bangladesh Ltd

- Airtel determines sales potential of the segmentation where they can be famous within a short period of time. In Bangladesh young generation was the ultimate target customers for Airtel to become a popular brand among them.

- There is huge opportunity for Airtel to offer and introduce new package for the youth Bangladesh to get maximum subscriber for the company.
- As the brand manager of Airtel reveals their most close rival is Robi and they want to place a head-to-head competitions with them.
- Airtel Bangladesh limited has a great ability to compete in the market as they have strong global brand image and strong financial base.
- In the guideline of Airtel Bangladesh Limited it was clearly declared how they will compete in the market.

4.26 Positioning strategies development process of Airtel Bangladesh Limited

- **Identify the competitors:** Airtel believes that their close competitor in the mobile industry is Robi and Banglalink. As Robi and Banglalink both encourage the youth of our country. So the competitors for Airtel are Robi and Banglalink.
- **Assess perception of them:** Airtel constantly bring new product and exciting feature for existing customer to compete with the rivals.
- **Determine the positions:** As Banglalink and Robi is 2nd and 3rd position in the number of holding mobile subscriber Airtel hold their position as 4th number mobile phone operators.
- **Analyze consumer preference:** Airtel furnish highlights on consumer choice and preference. They try to keep their promise as a low cost mobile operator for young generation.
- **Make the positioning decision:** Airtel introduced fastest 3G internet connection in Bangladesh to create a position in the customers mind to acquire their connectivity.
- **Monitoring the positioning:** Airtel closely monitor their positioning in the market through various strategies like analyzing competitors, identifying the weakness of the competitors in the market.

4.27 Approach to positioning a product or brand

- **By product or service attributes & benefits:** Airtel offers a wide range of prepaid package service. Customer could easily switch to any packages without any charges. They just need to recharge particular amount so they could switch to particular package.

- **By price/ quality:** Airtel call rate is lower than its core competitors Robi and Banglalink. Additionally to that it has better 3G network frequency than that of Banglalink.
- **By use or application:** Users of Airtel can/could use SIM not only for voice call and data packages but also for getting discount. For example - Airtel users were get instant bonus for the talk time they use daily.
- **By product class:** Airtel is a very popular brand among the youth of Bangladesh as it shows a different class in the industry.
- **By competition:** Inside Telecom industry GP is the leader and Robi is the market competitor for Airtel Bangladesh Limited. In addition, Airtel positioned itself as a low priced quality service provider in the telecom industry.
- **By cultural symbols:** In this particular Advertisement campaign, Airtel focused on young generation fashions, styles and trends they wants to follow.

4.28 Some Screenshot of Airtel Network Advertisement







- **YouTube link of the Airtel Network TV Advertisement**

- 1) <https://www.youtube.com/watch?v=NpHm3BariKc>
- 2) <https://www.youtube.com/watch?v=kqxzASGseB0>
- 3) <https://www.youtube.com/watch?v=qf5a5QfXGKg>
- 4) <https://www.youtube.com/watch?v=qjRSQPa3qWg>

4.29 Finding of the report

- To make effective advertisement campaigns Airtel needed to find out the perfect theme that best match with their missions. All the advertisement they broadcast from April 29, 2014 to till August 6, 2014 was effective for them. They diplomatically promoted all the campaigns before and after the Ramadan month which brought huge success for the company.
- For making lots of campaigns it is better for company to choose various artists for their advertisement which can make a significant impact on consumers mind. They also need to focus on different content of the campaigns which was successfully made by Airtel.

- Four campaigns can promote different service of the company like 3G internet offer, different features of diverse packages they provide. If they talked about different packages it will be better for their campaigns.
- Through their network campaigns they promoted the message that forms facebook to phonebook all friends are connected through Airtel network.
- All the four advertisement must sustain the theme and content and must be reasonable to all the authentic and probable consumers.
- All the advertisement of the campaigns can be remembered by a single advertisement. Their four advertisements were connected with each others as a result it is a good signs for the company to make their advertisement meaningful for the company.
- It will be better if they made different advertisement with different artist for their campaigns. In their all advertisement all the artistes was remain same.

4.30 Recommendations

After analyzing all probable prospect of Airtel network campaigns I made some recommendations for them. Hope that if they put some consideration on these recommendations it will be more effective for them to promote their products among the youth of Bangladesh.

- The campaigns could be more successful for the company if Values Added Service was promoted through the network campaigns.
- Not any of their advertisement talked in details about the packages they offered for the customers.
- Less promotional activity in the urban area as they did maximum promotional campaigns in rural area. They needed to do some rally promotional activity in urban areas.
- As they started giving advertisement before the Ramadan month so it was effective for them but they needed to continue their campaigns even after the Ramadan also.
- They could keep renowned famous person in the arrangement of artist in this campaign. The youngster was not that much familiar face in TV.
- Airtel use new strategies of branding below the line must not be the only way of escalating their visibility. Above the line efforts are equally required to be taken.

- At the same time they provide huge bonus talk time or SMS to the customers usable for short time period. Before they notice they bonus they validity almost expired as a result customers became dissatisfied. So they need to increase the time period of this usable bonus talk time or SMS.
- Airtel not supposed to be throwing unnecessary SMS to the subscribers. It makes the consumers bothered while a SMS is received during working hours. SMS can be sent on weekend, holidays, during festivals time or in off peak hour so that it does not make the customers disappointed.

4.31 Conclusion

Airtel is a very famous brand in worldwide as a strong competitor for the rivals. So, Airtel Bangladesh Limited needs to use their global brand image to be strong competitors in Bangladesh telecom industry. Gradually their businesses activities are growing as assistance of the company are best matched to their target customer and also for quick network development. Airtel always believe in enriching the life of youth generations so they all the time brings some new and exciting offers for the customers which made a very effective image among the young people. For Airtel the challenge is not only to create satisfied clients as well to produce loyal and delighted customer. At the moment, most of the students and the low earnings citizens are extremely relying on Airtel because of the cheap cost of call rate they provide. It is high time for Airtel to make happy and retain its existing customers with some innovative features. Hopefully by applying or evaluating the proposal of this study Airtel will be one of the market leaders in this industry in the vicinity of future.

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 - (d) <https://www.youtube.com/watch?v=qjRSQPa3qWg>